

WILLIAM HEATLEY



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SUMMARY

CREATIVE DIRECTOR / Copywriter. Creating, selling & executing The.Big.Idea. All media, especially digital. Always striving for a believable brand voice that can define a company through all its operations. Develop campaigns people actually want to read, follow and listen to. Nurture and maintain long-term client relationships. Major experience in consumer, business-to-business, healthcare & pharmaceutical industries.

EXPERIENCE

EVOKE HEALTH Philadelphia, PA • Freelance Copywriter. February, March, 2018

Introduction of Belsomra sleeping aid website project DTP/DTC for Merck & Co., Inc.

UPPER LEVEL MARKETING Lakewood, NJ • Freelance Copywriter 2017, 2018

Physician profiles of Healthcare providers and physicians joining new regional managed medical care center in New Jersey. Also created website for Assisted Living and Alzheimer residential care community in Hemet, California.

HAYMARKET Paramus, NJ • Freelance Copywriter 2017

Created non-branded digital campaign for TEVA pharmaceuticals: This new site takes a fresh empowering look at birth control without the baggage of religion and politics.

MCCANN ECHO Parsippany, NJ • Freelance Copywriter June, July, 2017

New branded DTP campaign for Novo-Nordisk's Victoza: Creating awareness that this Type 2 diabetes medication also reduces overall cardio risk of death, stroke.

SENTIENT, Morristown, NJ • Freelance Copywriter 2016

Big digital re-boot of orphan drug, INCRELEX® Website for IPSEN biopharmaceuticals. Site is now much more user-friendly for parents and caregivers and anyone who takes a peek.

SPARK HEALTH, Matawan, NJ • Freelance Copywriter 2015, 2016

Managed care market, Direct to physician: Branded and non-branded issue briefs. Digital, direct mail and email to patient. Novartis/GLEEVEC.

GUIDEMARK HEALTH, Princeton NJ • Freelance Copywriter 2015, 2016

Vanda Pharmaceuticals: Created referenced collateral for vaccine recipients: Brochures, posters, digital foreign travel guides, email.

D+R LATHIAN, Eatontown, NJ • Freelance Copywriter 2014, 2013

Digital and multi-channel marketing: Direct Mail; email blasts, modular content delivery.

Direct to Physician. In office materials for Alcon, Pfizer, Genentech, more.

VOX MEDICA, Philadelphia, PA • Freelance Copywriter 2012, 2010

Product introduction of Vivitrol (Alkermes). Patient website for treatment of long-term alcohol/opiate dependency. Digital, print, direct mail.

MRM/MCCANN, Princeton, NJ • Freelance Copywriter 2011, 2010

Worked on introduction of Sprycel. (Bristol - Meyers Squibb) For patients with CML: Chronic Myeloid Leukemia. Created patient-assist site and materials integrated with treatment program leading to better patient adherence and better outcomes. Web, digital, Email blasts, direct mail.

HYPERPOINT (formerly GCG Connect), Teaneck, NJ • Freelance Copywriter 2010

Created print, direct mail and email blasts to alert physicians, sales force and diabetes patients to new interactive website for Novo-Nordisk's, "Cornerstones for Care."

EURO RSCG LIFE CATAPULT, Princeton, NJ • Freelance Copywriter 2009, 2010

New Business pitch for Diovan (high blood pressure med / Novartis.) All media. TV, print, web.

RAZORFISH/ROSETTA Princeton, NJ • Freelance Copywriter 2008, 2007

Accuvue (Johnson & Johnson) contact lens website and maintenance for patient compliance and tracking future appointments with eye care professionals.

RENAVATIO HEALTHCARE, Newtown, Pa. • Freelance ACD/Copy 2008

Created print, direct mail, web-based advertising for patient and physician for new topical progesterone medication that reduces chance of premature birth.

SAATCHI & SAATCHI WELLNESS, New York, NY • Freelance Copywriter 2005, 2006, 2007.

Extension of "Purple Pill" TV campaign for Prilosec Prescription Strength, Enbrel (Amgen) Rheumatoid Arthritis. DTP and consumer initiatives.

WUNDERMAN ADVERTISING, New York, NY • Freelance Copywriter 2003, 2002

AT&T Internet introduction, TV, POP, Radio, Print, Direct mail.

GREY HEALTHCARE, New York, NY • Freelance ACD / Art / Copy 2000, 2001

Print, web and Direct to Physician initiative marking Anniversary of Epogen (Amgen).

Campaign empowered end-stage renal failure patients by documenting journey of patient with no kidney function while biking cross-country between Epogen treatments.

RENEGADE MARKETING, NY Freelance ACD • Copy 2001, 1999

TV and print for Panasonic laptops & Casio G-shock watches.

BOZELL WORLDWIDE, NY • ASSOCIATE CREATIVE DIRECTOR / Copywriter 1998 – 2000
Retail TV and print campaigns for Bell Atlantic Mobile (now Verizon): Campaigns increased subscriber base over 60% in one quarter. Also created TV and print for Advance Carpet One, Nobody beats The Wiz, and Levitz furniture (All retail weekly TV and radio commercials.)

FCB, NY • Freelance ACD / Art 1998, 1997, 1996
Created “Bundled” campaigns for AT&T consumer (Phone, internet, TV), TV and print for Fleishmann’s Margarine, US Postal Service, Universal Studios Orlando, and Nabisco Chips Ahoy.

YOUNG & RUBICAM, NY • Freelance ACD / Art 1996
National TV commercials for Jell-O No-Bake cookies and cream,
Introductory campaign and positioning for Colgate Total Toothpaste.

GREY ADVERTISING, NY • Freelance Senior Art Director 1996, 1997, 1999
TV for Post Raisin Bran, Post Blueberry Morning Cereal, Kool-Aid, more.

BBDO, NY • Freelance ACD/Art Director 1993, 1994
TV for Pepsi, Diet Pepsi.

MCCANN-ERICKSON, NY • JVICE PRESIDENT, Senior Art Director 1990 –1992
Created and produced major TV and print campaigns. Spearheaded introductory TV for Nabisco Ritz Bits and Ritz Bits Sandwiches. National TV advertising campaign made this the most successful new product launch for Nabisco in over 35 years.

Senior Art Director 1986 – 1990
Pioneered new TV advertising and packaging for Coca-Cola, Cherry Coke. Gold Effie Award for business-to-business TV campaigns for AT&T. Other clients: Alka-Seltzer, American Express Gold Card, Nestle foods, more.

EDUCATION

M.A., Communications Arts, New York Institute of Technology, Old Westbury, NY
B.A., Fine Arts, Journalism, Montclair State University, Upper Montclair, NJ

AWARDS AND ACKNOWLEDGEMENTS

One Show, ADDY, Gold Effie, ANDY

COMPUTER SKILLS

Mac platform: Adobe Creative Suite: Photoshop, Flash, InDesign, Illustrator Acrobat. Quark, MS Word. MS Office.